

Green your building portfolio

What leading building managers do to optimize their operations



KEMA Services, Inc. has been working to evaluate and optimize building performance for nearly 40 years. KEMA's energy efficiency expertise combined with more than a decade of working with LEED® and ENERGYSTAR certifications provides teams with a balance of tried-and-true technologies and the latest innovations.

As expectations surrounding sustainability continue to change, building owners, operators, and tenants are forced to adapt. These five tips will serve as a guide for strategically adapting to sustainable opportunities.

1. Establish Corporate Leadership

Successful sustainability starts at the top by setting a corporate culture that enables management and staff to implement best practices. Today shareholders, tenants, and the market expect a corporate sustainability program. Fortunately, your private company, campus, institution or agency can take action to improve your sustainability scorecard, especially when considering facility performance improvements. Real estate-focused organizations can demonstrate corporate leadership by addressing portfolio standards.

2. Develop Champions

Once leadership is established and overarching goals are defined, identify the key internal stakeholders who will develop the initiative's framework and move it forward. Successful initiatives are created by integrated teams, which consist of players from all operations such as, facilities management and marketing, who understand the whole picture and bring their expertise to a common solution. This "green team" ensures that a plan is developed and, goals and objectives are established and it helps maintain momentum toward those goals.

3. Define Your Roadmap for Personalized Solutions

No two companies are alike, and neither are your property profiles! It's critical to understand your property's core issues—energy use, water consumption, indoor air quality, or workplace satisfaction. Are some of these issues variable given the unique nature of your tenants? Start by understanding your current resource use:

- > Leverage tools, such as ENERGYSTAR Portfolio Manager, to help you benchmark key facilities
- > Learn about best management practices with BOMA's BEEP program
- > Conduct integrated audits and employee surveys to identify what is working and where improvement is possible
- > Use LEED Existing Buildings: Operations & Maintenance when and where it makes sense.

Through this process, identify your top priorities and organize the roadmap around measurable goals, thresholds for improvement, and a timeline.

4. Build Organizational Capacity

To really invoke long-term change and reap the benefits from the improvements, it is crucial to build organizational capacity to implement new practices. Capacity grows through external and internal education, professional networks, and continuous improvement. While it may be possible to do everything in-house, if you recognize internal limitations, you may find it invaluable to engage experts strategically in specialized areas such as energy auditing, ENERGYSTAR certification, and LEED certification.

5. Follow the Money

Yes, it's true...transforming portfolios requires time and money; however, there are also ways to defray costs. Start by contacting your energy utility to find out what energy efficiency programs they offer and investigate local resources for energy and water retrofits. A great starting point to research energy efficiency and renewable energy money is www.dsireusa.org.

Keep in mind, that while initial costs can sometimes be challenging, the return on investment for certain bigger ticket items can be much greater. It is important to evaluate costs over the life of the investment, and the potential long-term savings on a building scale, as well as across your portfolio. Smart investments in efficiency and source reduction, in particular, can have a major impact on cash flow.



About KEMA

Founded in 1927, KEMA is a global provider of business and technical consulting, operational support, measurement and inspection, and testing and certification for the energy and utility industry. With world headquarters in Arnhem, the Netherlands, KEMA employs more than 1,600 professionals globally with offices and representatives in more than 20 countries. KEMA's U.S. subsidiary, KEMA Inc. is headquartered in Burlington, Mass., and serves energy clients throughout the Americas and Caribbean.

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